



SPONSOR PACKET

Supporting Our Future. Investing in Our Parks. Creating a Great Sense of Place.



BECOME A SPONSOR

NETWORKING, EXPOSURE, ACCESS

The Missouri City Parks Foundation (MCPF), and the "Show Me City" are excited to announce the second year lineup of 501c3 nonprofit programs. The foundation's purpose and beneficiary scope focuses on Parks enhancements, Recreation Facilities, Trails, Special Events, Public Art, Civic Education, Equipment, Scholarships, and Municipal Facilities.

To support the above purposes, the City is hosting six special events with community impact from July, 2017 to December, 2017. All proceeds and net revenues will support the foundation's purpose and scope.

Some of the showcased events have attracted attendance of 6,000 to 16,000. Each will feature ethnically diverse participants, presentations, concerts, networking receptions, health screening opportunities, interactive exhibits, children's activities and so much more.

EVENTS, DATES, & LOCATIONS

4TH OF JULY CELEBRATION
Buffalo Run Park
July 4, 2017 | 6 P.M. – 10 P.M.

OKTOBERFEST
Community Center
September 16, 2017

**SECOND ANNUAL
COMMUNITY NIGHT OUT**
City Hall Complex Saturday,
October 7, 2017
4 P.M. – 10:30 P.M.

**1ST ANNUAL CULTURAL
FESTIVAL & COMMUNITY
HEALTH SYMPOSIUM**
City Hall Complex,
October 8, 2017
2:30 P.M. – 8:30 P.M.

**TRICKS AND TREATS
IN THE PARK**
Buffalo Run Park
October 2017
4:30 P.M. – 7 P.M.

SNOWFEST FESTIVAL
City Hall Complex/Recreation &
Tennis Center
Friday, December 1, 2017
5:30 P.M. – 9 P.M. / Saturday,
December 2, 2017 8 A.M.

ABOUT THE EVENTS

4TH OF JULY CELEBRATION

Buffalo Run Park

July 4, 2017: 6 P.M. – 10 P.M.

Missouri City's patriotic tradition offers plenty of fun and excitement for the whole family! From 6-9 pm, enjoy free family fun activities. Food and beverages will be available for purchase throughout the event. The fireworks show will conclude the evening's festivities and will begin at 9:15. Stadium seating is available at Thurgood Marshall High School.

Event parking around Thurgood Marshall High School will be limited and taking advantage of Metro shuttles at the Park & Ride location (13849 Fondren Rd) is highly encouraged. Metro buses will be running from 5:45 pm until the conclusion of the event. These shuttles are FREE and offer a close drop off to the event location!

Projected Attendance: 15,000



OKTOBERFEST

Community Center

September 2017

Missouri City Oktoberfest showcases German and Texas culture in one fantastic day! Put on your Lederhosen and Dirndls, enjoy a variety of German beer and great music.

Get your boots and cowboy hats on and enjoy amazing local craft beers.

Projected Attendance: 1,000



SECOND ANNUAL COMMUNITY NIGHT OUT

City Hall Complex

Saturday, October 7, 2017: 6 P.M. – 10:30 P.M.

The "Show Me City" is proud to host its Second Annual Community Night Out on Saturday, Oct. 7 from 4 p.m. to 10 p.m. Residents and visitors are invited to dance their way into a fall evening of fun and fellowship at the free special event that will feature live performances by national Jazz artists, local acts, and a great laser show.

Festivities will also include food trucks, bounce houses, a rock climbing wall, face painting, public safety apparatus, event booths that highlight local businesses, and more.



1ST ANNUAL CULTURAL FESTIVAL AND HEALTH FAIR SYMPOSIUM

City Hall Complex

Sunday, Oct. 8 from 12 p.m. to 6 p.m.

Projected Attendance: 1,000 – 2,500



TRICKS AND TREATS IN THE PARK

Buffalo Run Park

October 2017

The 2017 Tricks & Treats in the Park will kick off with the Monster Mile Fun Run at 4:30 p.m. and follow with the Tricks & Treats Trail from 5-7 p.m. Runners in the Monster Mile will receive a free T-shirt while supplies last. After the spooky run, take a stroll along the Tricks & Treats Trail and enjoy the many festivities including a petting zoo, moonwalks, a pumpkin patch photo station, games and candy.

Projected Attendance: 5,000

SNOWFEST FESTIVAL

City Hall Complex/Recreation & Tennis Center

Friday, December 1, 2017: 5:30 P.M. – 9:00 P.M./

Saturday, December 2 - 8 A.M.

Get in the holiday spirit with the 34th Annual Snowfest! The beloved tradition will kick off with pre-festival entertainment provided by The Fort Bend Academy of Arts & Dance and will follow with the tree lighting ceremony and fireworks! From 5:30-9 p.m., guests are invited to enjoy an array of event activities including the 3-lane snowhill, camel rides, moonwalks, a video gaming station and photos with Santa. To support area families in need this holiday season, the Missouri City Police



Department will be on-site to collect un-wrapped toys for the annual Blue Santa Toy Drive. The celebration will continue the following morning with the Snowfest Shuffle Fun Run & Parade.

Projected Attendance: 15,000



WHY SPONSOR?

Sponsor the second year of the MCPF and grow with us. MCPF events provide marketable and effective ways to engage individuals that represent the most diverse City in the region and the most diverse county in the country. The events provide sponsors with an opportunity to gain extensive positive exposure through the media. The various events are family friendly and will attract audiences that reflect the diversity of the region, state and nation. The events will boost tourism, promote the public image of those represented and stimulate interest in our local cultures, while enhancing our ability to provide scholarships to deserving area students on a merit basis. MCPF will be Fort Bend County's premier municipal non-profit supporting varying priorities in parks and recreation.

There's no better place to connect with leading City officials, professionals, youth, and business owners as they prepare to build a brighter future for our communities. Depending on your level of sponsorship, your company may benefit from many of the following event related promotions: high-traffic locations with extensive grounds, high-visibility signage, hospitality area, association with a premier community event in Missouri City and Fort Bend County, use of logo in product promotion, and much more.

COMMITMENT FORM

GENERAL INFORMATION

Company/Org. Name:		
Address:		
City:	State:	Zip:
Telephone:		
Email:		
Contact:		
Title:		

SELECT A SPONSORSHIP LEVEL

- | | |
|--|---|
| <input type="checkbox"/> \$100,000 – TITLE | <input type="checkbox"/> \$7,500 – SILVER |
| <input type="checkbox"/> \$25,000 – PRESENTING | <input type="checkbox"/> \$5,000 – BRONZE |
| <input type="checkbox"/> \$15,000 – PLATINUM | <input type="checkbox"/> \$2,500 – GREENSPACE |
| <input type="checkbox"/> \$10,000 – GOLD | <input type="checkbox"/> \$1,000 – SUPPORTER |

TOTAL PAYMENT AMOUNT

☐ Check ☐ Purchase Order ☐ American Express ☐ Master Card ☐ Visa ☐ Discover

IF PAYING BY CREDIT CARD:

Name on Card (please print):	
Authorized Signature:	
Card Number:	
Expiration Date:	Authorization Code (3 digit code on back of card):

IF PAYING BY CHECK PAYABLE TO:
Missouri City Parks Foundation (MCPF)
Attn: MCPF Special Events 2017
P.O. Box 353
Missouri City, TX 77459

EVENT-SPECIFIC SPONSORSHIPS

4TH OF JULY CELEBRATION Tuesday, July 4, 2017

■ Presenting Sponsor	\$25,000
■ Fireworks (2)	\$10,000 each
■ Pre-Event Entertainment	\$10,000
■ Food Truck Area	\$7,500
■ Children Ride Area VIP	\$7,500
■ Reception	\$5,000
■ Human Hamster Balls	\$5,000
■ Transportation	\$5,000
■ Face Painting	\$2,500
■ Video Gaming Stations	\$2,500
■ Photo Booth	\$1,000

OKTOBERFEST Saturday, September 16, 2017

■ Presenting Sponsor VIP	\$25,000
■ Reception	\$5,000 \$5,000
■ Beverage Sponsor	\$2,500
■ Entertainment Sponsor	
■ Photo Booth	\$1,000

SECOND ANNUAL COMMUNITY NIGHT OUT Saturday, October 7, 2017

■ Presenting Sponsor	\$25,000
■ MCPF Military/Public Safety Area	\$7,500
■ VIP Reception	\$5,000
■ Youth Fun Area (2)	\$5,000
■ Transportation Roving	\$5,000
■ Entertainment	\$2,500
■ Professional Face Painting Artists	\$2,500
■ Entertainment Sponsors (5)	\$2,500

1ST ANNUAL CULTURAL FESTIVAL & COMMUNITY HEALTH SYMPOSIUM Saturday, October 8, 2017

■ Presenting Sponsor	\$25,000
■ Health Fair Pavilion (2)	\$10,000 each
■ MCPF Military/Public Safety Area	\$7,500
■ VIP Reception	\$5,000
■ Youth Fun Area (2)	\$5,000
■ Transportation Roving	\$5,000
■ Entertainment	\$2,500
■ Professional Face Painting Artists	\$2,500
■ Entertainment Sponsors (5)	\$2,500

TRICKS AND TREATS IN THE PARK October 2017

■ Presenting Sponsor	\$25,000
■ Monster Mile	\$10,000
■ Tricks & Treats Trail Petting	\$7,500
■ Zoo	\$5,000
■ Moonwalks	\$5,000
■ Transportation	\$5,000
■ Pumpkin Patch Photo Station	\$2,500
■ Entertainment Sponsor	\$2,500
■ Games and Candy Sponsors (5)	\$1,000

SNOWFEST Friday, December 1, 2017

■ Presenting Sponsor	\$25,000
■ Fireworks (2)	\$10,000 each
■ Pre-Event Entertainment	\$10,000
■ Tree Lighting Ceremony	\$7,500
■ 3-Lane Snow Hill	\$7,500
■ VIP Reception	\$5,000
■ Transportation	\$5,000
■ Moonwalks	\$5,000
■ Camel Rides	\$2,500
■ Video Gaming Stations	\$2,500
■ Photo Booth	\$1,000

ADDITIONAL SPONSORSHIPS

The following sponsorship category allows a company to benefit as the Title Sponsor for all six events with the City of Missouri City.

PRESENTING SPONSOR

- Opportunity to sponsor second year of MCPF Events
- MCPF Title Sponsor (1) \$100,000

OTHER SPONSORSHIPS

- Open/Green Space Supporter \$10,000
- Tennis & Recreation Center Supporter \$10,000
- Student Scholarship Program \$5,000

SUMMARY OF CORPORATE BENEFITS

MCPF'S FOUNDATION EVENTS

Title Sponsor - \$100,000

- Acknowledgment as the inaugural Title sponsor on marketing materials and pre-event promotional activities for all six events
- Premier seating at all events with speaking opportunities
- Two complimentary exhibit booths (priority premium placement) at each event
- Name/logo on MCPF SPECIAL EVENTS for promotional materials, neck cords and pre- and post-event recognition on the MCPF website and Missouri City website
- 10 VIP and/or General Admission tickets and parking passes to all MCPF SPECIAL EVENTS in
- Opportunity to showcase company product at all events
- Special event signage indicating sponsorship, including stage and/or on-site banner(s)
- 10 complimentary tickets to the Chair's public foundation launch reception
- 10 VIP tickets to all VIP Receptions
- Dinner for two with the President and Vice President of the Missouri City Parks Foundation
- A scholarship will be presented in the name of your company and the MCPF
- Invitation to attend all MCPF Groundbreakings and other foundation events

Presenting Sponsor - \$25,000

- Designation as a Presenting sponsor and acknowledgment on marketing materials and pre-event promotional activities
- Designation as the Presenting sponsor of one of the six MCPF events
- Premier seating at selected event with speaking opportunities
- Two complimentary exhibit booths (priority premium placement) at selected event
- Name/logo on selected MCPF SPECIAL EVENT to include promotional materials, neck cords and pre- and post-event recognition on the MCPF website and Missouri City website
- 8 VIP and/or General Admission tickets and parking passes to the one selected MCPF SPECIAL EVENT
- Special event signage indicating sponsorship
- Opportunity to showcase company product at selected MCPF SPECIAL EVENT
- 6 complimentary tickets to the Chair's public foundation launch reception
- 6 VIP tickets to selected MCPF SPECIAL EVENT
- 6 complimentary tickets to the Chair's Welcome Reception
- Exposure and Recognition of Company on the MCPF website and/or Missouri City website

SUMMARY OF CORPORATE BENEFITS

MCPF'S FOUNDATION EVENTS

Platinum Sponsor - \$15,000

- Designation as a Platinum sponsor and acknowledgment on marketing materials and pre-event promotional activities
- Designation as the Platinum sponsor of one of the six MCPF events
- Premier seating at selected event with speaking opportunities
- One complimentary exhibit booth (priority premium placement) at selected event
- Name/logo on selected MCPF SPECIAL EVENT to include promotional materials, neck cords and pre- and post-event recognition on the MCPF website and/or Missouri City website
- 7 VIP and/or General Admission tickets and parking passes to the one selected MCPF SPECIAL EVENT
- Special event signage indicating sponsorship
- Opportunity to showcase company product at selected MCPF SPECIAL EVENT
- 4 complimentary tickets to the Chair's public foundation launch reception
- 4 VIP tickets to selected MCPF SPECIAL EVENT
- Exposure and Recognition of Company on the MCPF website and/or Missouri City website

Gold Sponsor - \$10,000

- Designation as a Gold sponsor and acknowledgment on marketing materials and pre-event promotional activities
- Designation as the Gold sponsor of one of the six MCPF events
- Premier seating at selected event with speaking opportunities
- One complimentary exhibit booth (priority premium placement) at selected event
- Name/logo on selected MCPF SPECIAL EVENT to include promotional materials, neck cords and pre- and post-event recognition on the MCPF website and/or Missouri City website
- 6 VIP and/or General Admission tickets and parking passes to the one selected MCPF SPECIAL EVENT
- Special event signage indicating sponsorship
- Opportunity to showcase company product at selected MCPF SPECIAL EVENT
- 3 complimentary tickets to the Chair's public foundation launch reception
- 3 VIP tickets to selected MCPF SPECIAL EVENT
- Exposure and Recognition of Company on the MCPF website and/or Missouri City website

SUMMARY OF CORPORATE BENEFITS

MCPF'S FOUNDATION EVENTS

Silver Sponsor - \$7,500

- Designation as a Silver sponsor and acknowledgment on marketing materials and pre-event promotional activities
- Designation as the Silver sponsor of one of the six MCPF events for
- Premier seating at selected event
- One complimentary exhibit booth (priority premium placement) at selected event
- Name/logo on selected MCPF SPECIAL EVENT to include promotional materials, neck cords and pre- and post-event recognition on the MCPF website and/or Missouri City website
- 4 VIP and/or General Admission tickets and parking passes to the one selected MCPF SPECIAL EVENT
- Special event signage indicating sponsorship
- Opportunity to showcase company product at selected MCPF SPECIAL EVENT
- 2 complimentary tickets to the Chair's public foundation launch reception
- 2 VIP tickets to selected MCPF SPECIAL EVENT
- Exposure and Recognition of Company on the MCPF website and/or Missouri City website

Bronze Sponsor - \$5,000

- Designation as a Bronze sponsor and acknowledgment on marketing materials and pre-event promotional activities
- Designation as the Bronze sponsor of one of the six MCPF events
- Seating at selected event
- One complimentary exhibit booth (priority premium placement) at selected event
- Name/logo on selected MCPF SPECIAL EVENT to include promotional materials, neck cords and pre- and post-event recognition on the MCPF website and/or Missouri City website
- 2 VIP and/or General Admission tickets and parking passes to the one selected MCPF SPECIAL EVENT
- Special event signage indicating sponsorship
- Opportunity to showcase company product at selected MCPF SPECIAL EVENT
- 2 complimentary tickets to the Chair's public foundation launch reception
- 2 VIP tickets to selected MCPF SPECIAL EVENT

SUMMARY OF CORPORATE BENEFITS

MCPF'S FOUNDATION EVENTS 2017

Greenspace Sponsor - \$2,500

- Designation as a Green Space sponsor and acknowledgment on marketing materials and pre-event promotional activities
- Designation as the Green Space sponsor of one of the six MCPF events for 2017
- Seating at selected event
- One complimentary exhibit booth at selected event
- 1 VIP and/or General Admission ticket and parking pass to the one selected MCPF SPECIAL EVENT
- Special event signage indicating sponsorship
- Opportunity to showcase company product at selected MCPF SPECIAL EVENT
- 1 complimentary ticket to the Chair's public foundation launch reception
- 1 VIP ticket to selected MCPF SPECIAL EVENT

Supporter Sponsor - \$1,000

- Designation as a Supporter sponsor and acknowledgment on marketing materials and pre-event promotional activities
- Designation as the Supporter sponsor of one of the six MCPF events for 2017
- Seating at selected event
- One complimentary exhibit booth at selected event
- 1 VIP and/or General Admission ticket and parking pass to the one selected MCPF SPECIAL EVENT
- Opportunity to showcase company product at selected MCPF SPECIAL EVENT

SHOW ME CITY AT-A-GLANCE

POPULATION (in year 2010 or most recent): 69,152

Source/Date: 2010-2014 American Community Survey 5-Year Estimates (US Census) – B01003 Total Population

POPULATION PERCENTAGE CHANGE 2000-2010: 2% increase in population

Source/Date: 2010 US Census / 2010-2014 American Community Survey 5-Year Estimate (US Census) – B)1003 Total Population

RACIAL/ETHNIC POPULATION BREAKDOWN:

White	33.03%
Black or African American	43.21%
Hispanic or Latino (of any race)	16.87%
Asian	15.37%
American Indian and Alaska Native (AIAN)	0.40%
Mixed Race	2.25%
Other	4.75%

Source/Date: 2010-2014 American Community Survey 5-Year Estimates (US Census)

MEDIAN FAMILY INCOME: \$84,662

Source/Date: 2010-2014 American Community Survey 5-Year Estimates (US Census) – S2503 Financial Characteristics

PERCENTAGE OF FAMILIES BELOW POVERTY LEVEL: 6%

Source/Date: 2010-2014 American Community Survey 5-Year Estimates (US Census)

UNEMPLOYMENT RATE: 7.8%

Source/Date: 2010-2014 American Community Survey 5-Year Estimates (US Census) B23025 – Employment Status for the Population 16 Years and Over

POPULATION BREAKDOWN BY AGE GROUP:

17 years old and under	25%
18-24	9%
25-44	25%
45-64	30%
65 and over	11%

Source/Date: 2010-2014 American Community Survey 5-Year Estimates (US Census)

PERCENTAGE OF HOME OWNERSHIP: 84.3%

Source/Date: 2010-2014 American Community Survey 5-Year Estimates (US Census) – S1101: Households and Families

WORKFORCE DISTRIBUTION:

Educational services, and health care and social assistance	29%
Professional, scientific, and management, and administrative and waste management services	12%
Retail Trade	11%

Source/Date: 2010-2014 American Community Survey 5-Year Estimates (US Census) – S2405: Industry by Occupation